

Docket 40693  
Serial No. 09/757,353

PATENT APPLICATION

**AMENDMENTS TO THE SPECIFICATION**

Replace the paragraph beginning on page 8, line 9 with the following paragraph:

1           When all of the desired coupons have been selected, payment for a coupon card 50 is  
2   calculated and the consumer may pay therefor either electronically or conventionally. If  
3   payment is ~~made~~ made electronically (i.e. via the network), the selected coupons are imprinted  
4   upon the card as further described later and the card is mailed to the consumer, as indicated at  
5   blocks 78 and 79. If payment is made conventionally (i.e. in cash when using the point-of-  
6   purchase machine), the card is immediately imprinted upon and dispensed to the consumer, as  
7   indicated at blocks 80 and 82.